**ECPAC**

**Project LAUNCH Young Child Wellness Council ~ Adams County**

**Purpose Statement**

The Project LAUNCH Young Child Wellness Council of Adams County is committed to ensuring the success of the local implementation of Project LAUNCH with the specific goal towards: A sustainable, accessible and integrated early childhood system exists that supports the five core LAUNCH strategies (Comprehensive Screening and Referral System, Integrated Behavioral Health Care, Early Childhood Mental Health Consultation to Early Care and Education Programs, Enhanced Home Visiting, and Family Strengthening and Education):

* Vision: All children are valued, healthy, and thriving
* Mission: to improve the early childhood system by enhancing the expertise of behavioral health providers in primary care settings; increasing access to and availability of evidence-based prevention and wellness promotion practices that support young children and families; addressing health disparities by incorporating the National Standards for Culturally and Linguistically Appropriate Services (CLAS); increasing equity through access, service use and outcomes for racial and ethnic minority young children and families; and building and sustaining an effective and sustainable early childhood system

**Problem Statement**

# Population of Focus and Statement of Need – Per RFP in February 2014

Adams County is among the most urban (96%) and populous counties in the state of Colorado, ranking 5th with 459,555 residents in 2012 (SDO1). Its 67,543 children under the age of 8 represent a higher proportion of the overall population than in any other CO county. Over half of Adams’ children under 5 are of Hispanic or Latino descent (Kids Count 2010), a result of its higher rate of foreign-born persons (15.3% versus CO’s average of 9.7%).  At home, more than a quarter of children sometimes or always speak a language besides English-10% higher than the CO average of 16.6% (CO EC NA).

The cumulative risk model indicates that the number of risk factors a child and family shares is more predictive of many negative outcomes than any particular combination of risk factors (Zeanah, 2009). Adams is ranked 24th out of 25 counties in child well-being, scoring below the CO average on 13 of 18 health, economic, family, and education indicators (Kids Count 2013). A child’s well-being starts with a healthy pregnancy. Approximately 7,000 live births take place in Adams each year and about 73% of women receive prenatal care (CO: 79%) (BD); Adams’ mothers are more likely to be teenagers (4.4%) or lack a high school education (25.4%) than the CO average (2.8% and 16.4%, respectively); and 6.3% of women have at least 3 risk factors at birth, unmarried, under 25 years of age, and less than 12 years of education (CO: 4.9%), all of which have been linked to negative child outcomes (Kids Count 2013). Comparable to the state average, 2.5% of adults identify as gay, lesbian, bi-sexual or transgender (CDPHE). Only 68.6% of women in Adams reported that a health care provider talked with them about what to do if they felt depressed during or after pregnancy (CO:72.6%) (CO EC NA). National estimates suggest 10-20% (dependent on SES) of women experience pregnancy-related depression (prenatal-one year postpartum). Current estimates suggest only 9.2% of Adams’ mothers experience depression (CO: 11%, PRAMS), and given Adams’ high rate of poverty and percent of non-native English speakers, it is likely this number is underreported and the population is underserved. Survey data also illustrates that Adams’ families often require additional support across domains compared to CO families on average. Children in Adams suffer from higher rates of abuse and neglect (12.2 per 1000) compared to other CO children (8.3 per 1000) (CO EC NA) and while 29.1% of Adams’ parents report behavioral or mental health concerns (vs 23.1% in CO), less than half of these children go on to receive treatment (CO EC NA.)

The greatest impact can be made in Southern Adams County. This area includes parts of 3 different cities (Westminster, Thornton, and Commerce City) and 3 small school districts (D1, D14 and D50) encompassing about 100 sq. miles of the county’s 1,198 sq. miles.  It includes 30% of the county student population, with the only teen parent program in a D14 school. This results in a manageable focus area for Colorado Project LAUNCH (COPL) that includes three school districts with similar challenges, including mobility. The area’s rate of follow through with a developmental evaluation for 0-3 year olds from July – December 2013 was only 40.23% (Adams: 52%; CO: 69%); the free and reduced lunch rate is 78.3% (Adams: 48.3%; CO: 41.6%); there are 49.7% English-Language Learners (Adams: 22.5%; CO: 14.4%); and50% of children are not reading proficiently in 3rd grade (Adams: 35.7%; CO: 30%). Additionally, 72.2% of students are Hispanic (Adams: 47.5%; CO: 32.7%), 20.8% are White, with only 7% making up other ethnicities. Furthermore, veterans comprise 8.8% of the adult civilian population in Adams (ACS2). Buckley Air Force Base Health Center/Medical Home is located within South Adams, and Adams as a whole was identified as one of the top 5 counties for populations of Active Duty, Guard and Reserve (G/R), off-installation military families with children ages 0-12, and highest

G/R deployments in the state as of 2010.

**Rationale:** Children thrive when their families live in supportive communities with systems that are responsive, efficient and accountable. An integrated and well-coordinated, promotion-prevention-intervention system that is easy for families to navigate will promote nurturing, safe and stable parenting.

**Project Scope**

* In order to ensure a sustainable, accessible, and integrated early childhood system related to LAUNCH strategies, this Action Team will focus the objectives identified in the Colorado Project LAUNCH Strategic Plan related to Goal 1 as noted above:

1. Ensure successful, authentic family engagement in the planning, implementation and evaluation of Project LAUNCH;
2. Improve the strength and effectiveness of partnerships and collaborations to sustain an effective and coordinated system of supports and services for young children and families;
3. Increase accessibility, increase utilization, and improve outcomes for children and families through policy and systems-building efforts;
4. Address systems-level barriers to access, quality and outcomes through innovative and sustainable mechanisms;
5. Increase public awareness (in partnership with existing initiatives when possible) of the importance of healthy child development (including social and emotional development) and the role of healthy relationships and environments in developing lifelong skills in young children.

* Additionally, the YCW Council will promote local efforts that support the following Goals 2-5 of the Colorado LAUNCH strategic plan:
* Goal 2: Professional and provider competencies are aligned across systems and implemented with fidelity to ensure consistent and sustainable high quality early childhood services.
* Goal 3: Support state and local agency efforts to integrate culturally relevant practices into policies, programs and decision-making processes that are effective, equitable, understandable, and respectful to families and responsive to their preferred languages, health literacy level, and communication needs.
* Goal 4: Approaches used by programs and providers are family-centered, family-directed and well-researched.
* And support implementation of LAUNCH strategies aimed to ensure:
* Goal 5: Families with young children (prenatal through eight years) have access to available, community-based, evidence-based and best practice models of services and supports that effectively meet their needs and engage them to promote their children's healthy growth, development, and readiness for school, with dedicated focus on families who are Spanish Speaking and/or of Hispanic/Latino culture.
* Membership

The YCW Council is a cross-sector work group is comprised of representatives of education, non-profit, and (other) organizations who are committed to improving the health and social-emotional outcomes for children within their community.

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| **Organization** | **Member Name** | **Role on Council** |
| Tri County Health Department | Vicki Swarr | Representative of organization for Health  LAUNCH connection:   * Home Visitation * PRD and Developmental Screening and Referral |
| North Metro Community Services | Kelley Montoya | Representative of organization for Developmental Services  LAUNCH connection:   * Early Intervention Screening and Assessment * Care Navigation |
| Community Reach Center | Lauren Jassil | Representative of organization for Mental Health  LAUNCH connection:   * PRD and Developmental Screening and Referral * Care Navigation * Mental Health Consultation * Home Visitation * Early Childhood Education * Family Strengthening * Behavioral Health in Primary Care |
| Children’s Outreach Project | Danielle Meir | Representative of organization for Early Care and Education  LAUNCH connection:   * Family Strengthening * Incredible Years |
| Adams County Department of Human Services | Dee Dee Green | Representative of organization for DHS  LAUNCH connection:   * Developmental Screening Referral |
| District 1 – Mapleton | Kathy Duncan  Kristen Morel | Representative of organization for Early Education (pre – 3rd)  LAUNCH connection:   * Family Strengthening * Incredible Years * Care Navigation- Child Find |
| Adams 50 | Jennifer Baufield | Representative of organization for Early Education (pre – 3rd)  LAUNCH connection:   * Care Navigation- Child Find |
| Adams 14 | Karen Weaver | Representative of organization for Early Education (pre – 3rd)  LAUNCH connection:   * Family Strengthening * Incredible Years * Care Navigation- Child Find |
| Growing Home | Charlene Shelton | Representative of organization for Parent Support and Education  LAUNCH connection:   * Home Visitation * Mental Health Consultation- PAT * Family Strengthening |
| Invest in Kids | Julie Steffen  Patrick Sablich | Representative of organization for Social Emotional – Mental Health  LAUNCH connection:   * Family Strengthening * Incredible Years |
| Family Partner | Gloria Sanchez | Representative of Families |
| Family Partner | Lidia Lucio | Representative of Families |
| Head Start | Susana Ramirez | Representative of organization for Early Care and Education  LAUNCH connection:   * Family Strengthening * Developmental Screening and Referral |
| Rocky Mountain Youth Clinic | Lori Cohn | Representative of organization for Health  LAUNCH connection:   * PRD and Development Screening and Referral * Care Navigation * Behavioral Health in Primary Care |
| Adams County Housing Authority | Auxiliadora Zeledon | Representative of organization for Basic Needs and Family Support  LAUNCH connection:   * Family Strengthening * PIPE classes * Home Visitation * Mental Health Consultation HIPPY |
| Early Childhood Partnership of Adams County/Growing Home | Rebeca Snowden | Representative of organization for Parent Support and Education/Family Strengthening  LAUNCH connection:   * Family Strengthening * Enhanced Home Visiting |
| Early Childhood Partnership of Adams County/North Metro Community Services | Stephanie Henderson | Representative of organization for Developmental Services  LAUNCH connection:   * Developmental Screening and Referral * Care Navigation |
| Early Childhood Partnership of Adams County | Rachel Hubbard | Young Child Wellness Coordinator  Representative of Colorado Project LAUNCH Leadership Team |
| Early Childhood Partnership of Adams County | Lisa Jansen Thompson | ECPAC Executive Director  Representative of Colorado Project LAUNCH Leadership Team |
| Colorado Department of Human Services – Office of Early Childhood | Ann Bruce | Young Child Wellness Expert Representative of Colorado Project LAUNCH Leadership Team |
| Colorado Department of Public Health and Environment | Phuonglan Nguyen | Young Child Wellness Specialist  Representative of Colorado Project LAUNCH Leadership Team |
| JFK Partners | Lorraine Kubicek | Lead Evaluator Representative of Colorado Project LAUNCH leadership Team |
| JFK Partners | Sarah Davidon | Evaluator  Representative of Colorado Project LAUNCH leadership Team |

**Operating Principles/Values:**

* Accountable for access and quality: Agencies will hold each other accountable for the accessibility, quality of services and use of funding;
* Adaptable and flexible: The system has an ongoing and dynamic process of adapting to changing community needs; (responsible quality improvement);
* Assessment of practice and outcomes: There is a continuous assessment of practice, organizational, and financial outcomes to determine effectiveness;
* Comprehensive and collaborative services: The system has a comprehensive service array that is delivered in a collaborative manner;
* Culturally competent services: Services and Supports are delivered in a manner that fits with the family’s culture, values, and beliefs and considers the whole child in a strength-based approach;
* Family involvement: Authentic family involvement exists both at the service level and the systems level;
* Funding/Sustainability: Agencies share certain funding streams and resources, and find creative ways to use resources, promote efficiency and ensure sustainability; and
* Prevention focused: Investments in prevention and early intervention are the most cost effective use of public funds.

**Previous Work plan 2014-2015 (Year 1):**

* Support Environmental Scan, Strategic Plan, and Evaluation Plan completion
* Begin to identify purpose and role of the YCW Council
* Partnership meetings with YCW Coordinator to best align work of LAUNCH with organization and to ensure LAUNCH efforts contribute to larger organizational goals

**Current Work plan 2015-2017 (Yrs 2-3)**

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| **1.1 FAMILY ENGAGEMENT** in planning, implementation, evaluation *(YCW Council/Action Teams)* | | | |
| **Strategy** | **Responsible** | **State-Local** | **Timeline** |
| Preparing an educational/informational (kit, brochure, session) for parents to get them familiarized with the work | Rachel and Rebeca | X | Yr 2 – Q2 |
| Each agency: to identify which families to invite to participate with support from LAUNCH | YCW Council Members |  | Yr 2  Yr 3 |
| Complete work through the Family Engagement and Leadership Action Team to offer and increase access to Family Leadership classes (best practices) along a continuum of engagement levels | Rachel and Rebeca with FEL Action Team |  | Yr 2-3 |
| Create an inclusive environment at YCW Council meetings to ensure families feel welcomed and are able to actively participate:   * Complete Family Engagement Self-Assessment and develop strategies towards improvement | Rachel and  YCW Council Members |  | Yr 2 – Q1  Yr 3 – Q1 |
| Identify partner communities who have established family engagement activities/involvement and align opportunities for collaboration | Rachel and Rebeca | X | Yr 2 – Q1 |
| Develop a plan for engaging partners in the community to support/guide families in becoming involved in the council | Rachel and Rebeca and YCW Council Members |  | Yr 2 |
| Explore the opportunity to develop family partner stories with an expert in the community | Rachel |  | Yr 2 – Q1 |

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| **1.2 PARTNERSHIPS** | | | |
| **Strategy** | **Responsible** | **State-Local** | **Timeline** |
| Engage new partners in the community identified as having strong ties with the identified sub population  e.g – Servicios de la Raza, Mexican Consulate | Rachel and Rebeca  YCW Council Members | X | Yr 2 – Q1, Q2 |
| Determine who might be missing on the council and if engagement efforts are necessary   * Consider various different levels of engagement | Rachel  YCW Council Members |  | Yrs 2-5 |
| Develop a common message/graphic to be used with and by all partners when addressing LAUNCH efforts | Rachel  YCW Council Members | X | Yr 2 – Q1 |
| Develop a 1-page document re: LAUNCH and YCWC for partners and organizations in the community   * Includes: purpose, strategies, objectives, * Document is used to engage new partners and participants * Ensures common messaging among council members and community | Create workgroup | X | Yr 2- Q2 |
| Research already created materials for councils | Rachel | X | Year 2 |
| Review results of Family Leadership Collaborative survey and develop strategies | YCWC Council Members | X | Yr 2 – Q1 |
| Establish when and how updates about LAUNCH efforts will be shared in order for Council members to promote the work in their organization and across the county | YCW Council |  | Yr 2- Q2 |

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| **1.3 POLICY** | | | |
| **Strategy** | **Responsible** | **State-Local** | **Timeline** |
| Review of existing policies, rules, regulations and begin communication across sectors/providers (schools, primary/behavioral health) addressing restrictions around confidentiality, care coordination, info sharing) | State and Local  YCW Council | X | Yr2  Q1 - Q2 |
| Identify key priorities based on policies, rules, regulations and begin communication across sectors/providers | TBD | X | Yrs 2-5 |
| Develop a policy agenda that identifies/prioritizes policy issues to be addressed at local and state levels   * Access- Engage CHP+ and Medicaid for increased special services for children * County-wide mental health initiative/pipeline from birth-18 (in alignment with CCC Brief) * Reimbursement for services (e.g. screening, referral, etc.) * Educate policy makers re: early intervention/prevention, ROI | State and local YCW Council –  ? of policy subcommittee | X | Yr2- 5 |
| Develop process for: County/State advocacy, use of Services  Project LAUNCH as platform and blueprint - to capture best practices and address challenges to inform policy; | State and Local  YCW Council | X | Yr 2-3 |
| Conduct a policy audit   * What is currently in place? * What needs to change? * Where are the gaps?   Yr 2 Policy Audit Considerations:   * Limit duplication * Analyze what is in place/what is not * Gaps * Develop common language (elevator speech)   Yr 3:   * Identify top 3 initiatives * Include data * Engage county and state in efforts * Educate   Yr 4- Yr 5   * Bill initiatives * Change policy * Create new pipeline | State and Local  YCW Council | X | Yr 2-3 |
| Explore how we can enhance current services through Funding/Sustainability/Policy   * Billing/Coding * CHP+ * Medicaid * Those not eligible for services | State and Local  YCW Council | X | Yr 2-3 |
| Develop consistent messaging re: Policy efforts   * Most effective if common messaging is used | State and Local  YCW Council | X | Yr 2-3 |

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| **1.4 FUNDING and SUSTAINABILITY** | | | |
| **Strategy** | **Responsible** | **State-Local** | **Timeline** |
| Identify current funding efforts in Adams County to align efforts and reduce duplication | Rachel  YCW Council Members |  | Yrs 3 -5 |
| Build awareness and public will | State and Local  YCW Council | X | Yrs 2-5 |
| Create long term sustainability plan  e.g Electronic Referral System, Care Navigation, etc. | Rachel  YCW Council |  | Yrs 2-3 |
| Explore how to effectively infuse use of data, practice and knowledge into community | Rachel  YCW Council | X | Yrs 2-3 |
| Consider the use and implementation of LAUNCH Sustainability Toolkit | Rachel  YCW Council | X | Yrs 2-3 |

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| **1.5 PUBLIC AWARENESS** | | | |
| **Strategy** | **Responsible** | **State-Local** | **Timeline** |
| Identify audiences and decision makers   * Target audiences: community, partners, parents * Consider various audiences with in community and partners: WIC, physicians, policy makers, businesses, ECE centers, etc. | YCWC  SE2 with Communications Committee | X | Yr 2 Q4 – Yr 3 Q 1-2 |
| Develop messaging toolkit for various audiences  Include:   * Video * Paper form * Consider social media | Rachel  YCWC  SE2 with Communications Committee | X | Yr 3 Q1 |
| Support individual partner organizations to share messages with constituents   * Common and consistent messaging * Brief talking points * Materials in language of audience | SE2 with Communications Committee | X | Yr 2 Q4 – Yr 3 Q 1-2 |
| Create a story around the numbers  Consistent messaging through:   * Internet: FB, twitter, organization websites, other forms of social media * Commercials, radio, billboards, video, texting program | Rachel  YCWC  SE2 with Communications Committee | X | Yrs 2-5 |
| Communicate need using data | Rachel, JFK,  YCWC | X | Yrs 2-5 |
| Identify core messages and already existing resources |  |  |  |

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| **PROFESSIONAL DEVELOPMENT and IMPLEMENTATION** (Goal 2, 3, 4, and 5) | | | |
| **Goal/Strategy** | **Responsible** | **State-Local** | **Timeline** |
| * Goal 2: Professional and provider competencies: * YCW Council members support professional development efforts of LAUNCH by sending staff when appropriate and supporting implementation of information as needed * Report out challenges in implementation of best practices | Rachel and YCW Council |  | Yrs 2-5 |
| * Goal 3: Integrate culturally relevant practices into policies, programs and decision-making processes: * Review of CLAS standards to guide practices of YCW Council – develop plan as needed * Support implementation of strategies in Disparities Health Impact Statement and make revisions as learning progresses * Review data regularly regarding sub-populations and improvement in access, utilization, and outcomes. | Equity Action Team  YCW Council  JFK | X | Yrs 2-5 |
| * Goal 4: Approaches used by programs and providers are family-centered, family-directed and well-researched. * Strengthening Families Framework | Family Engagement and Leadership Action Team  YCW Council | X | Yrs 2-5 |
| * Goal 5: Families have access to available, community-based, evidence-based and best practice models of services and supports: * Develop process for reporting out successes and challenges of implementation * Explore implementation science * Ensure all LAUNCH Implementation organizations have representatives at YCW Council | Rachel  YCW Council | X | Yrs 2-5 |

**Future Work plan 2017-2019 (Yrs 4-5)**

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| **1.1 FAMILY ENGAGEMENT** in planning, implementation, evaluation *(YCW Council/Action Teams)* | | | |
| **Strategy** | **Responsible** | **State-Local** | **Timeline** |
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| **1.2 PARTNERSHIPS** | | | |
| **Strategy** | **Responsible** | **State-Local** | **Timeline** |
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| **1.3 POLICY** | | | |
| **Strategy** | **Responsible** | **State-Local** | **Timeline** |
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| **1.4 FUNDING and SUSTAINABILITY** | | | |
| **Strategy** | **Responsible** | **State-Local** | **Timeline** |
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| **1.5 PUBLIC AWARENESS** | | | |
| **Strategy** | **Responsible** | **State-Local** | **Timeline** |
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| **PROFESSIONAL DEVELOPMENT and IMPLEMENTATION** (Goal 2, 3, 4, and 5) | | | |
| **Goal/Strategy** | **Responsible** | **State-Local** | **Timeline** |
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